



NCALERA NEWS

JANUARY-FEBRUARY 2001

Wireless/Portable Symposium & Exhibition

San Jose Convention Center.

Conference Dates, February 12-16 -2001.
Exhibit Dates, Feb. 13-15-2001

The Wireless/Portable Symposium & Exhibition promises to be the one event that you must attend. Known throughout the industry as the premier wireless showcase, this year's event has something for everyone involved in shaping the wireless landscape. Boost your creativity, and possibly your career, with a live connection to this design touchstone.

Visit with prestigious vendors displaying in the show such as, API-Delevan, Interquip, Agilent Tech, Amphenol RF, Bourns, & Intel. Some may be looking for representation.

You will be impressed by the caliber of the exhibitors, in the show that gathers together thousands of engineers and developers as well as the industry's leading vendors. There will be free parking for this event.

ERA will be there. We'll be in Booth #1812 and members can pick up the daily Lines Available printouts specifically for the wireless Portable show. We are including a full-page ad later in the newsletter for your review. Since this newsletter is in .pdf format, you can send the ad to your principals, if you so desire.

Reps interested in knowing more about ERA can pick up complete information and new membership packets at the booth.

We have attended and served in principal's booths at this show and found it one of the most productive shows around if you have products that appeal to the wireless community. Plan on it!

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NEWS & VIEWS

The Electronic Industry Charity Event was a rousing success. The crowd was larger than the previous year. The valet parking was a winner. All had a good time.

There will be a special issue of ERA News, probably within the next few weeks, covering the party. We will have lots of pictures of the festivities. Both your editor and Craig Smith kept their cameras busy and only a major glitch in our computer system prevented the publication already.

The year 2001 holds a lot of promise. In spite of the layoffs we read about. All the predictions we see in the financial press show a slight downturn in the first half of the year, but with a return to a more normal growth pattern later on. The Kiplinger Washington Letter of Feb.2, 2001 says, “No widespread pruning of payrolls is likely. Future job cutbacks will continue to occur mostly at struggling old-economy manufacturers, shaky upstart dot-coms and firms in the throes of post-merger downsizing. It's more of a typical industry shakeout than an economy-wide pullback.” Put another way, we spent too many years watching the ups and down's of our business to allow panic to set in.

Reps can, however, feel the pinch longer than some. It seems that when the industry slows down, medium-to-large customers can change their relative importance to the rep community. The “hot spots” of last year are replaced by new hot spots, sometimes even larger than expected. The “old” hot spots still demand a lot of attention and can keep individuals from developing new opportunities.

There are some interesting developments in the Chapter. It is too early for specifics, but we see some new programs in the works that are directly aimed at improving our membership's participation in and appreciation of their Association. For instance . . .



Bob Parsons
Editor

Don't be surprised if you read of changes in our Divisional structure. There is talk of initiating something akin to a "Special Interest Group" (SIG) arrangement. Activities such as specialized training and events specific to a special need are being developed. Funds will be made available to the SIG leaders. This should generate more such activities, which will in turn bring on new members.

At the same time, our Membership Vice President is cooking up ways to get the attention of not only those members who are "on the fence" as far as the renewal of their membership, but new (to us) rep companies who will bring new ideas to the table.

By now, everyone should have received his or her initial supply of Membership Directories. Steve Ross is one of several volunteers who do their jobs with such efficiency that it almost appears as if they are easy. In fact, few Chapters are able to put out such a professional book as this. It has to give us a leg up when compared with others. It is an achievement about which we can all be proud.

For years, reps used to add Hawaii to their territory lists, mainly to justify periodic "business" trips to the islands. A few actually did business there but not "general-interest" enough to attract much attention from the rest of the rep community. That may change. Biotech is growing and web connections to the Far East all go through Honolulu. The infrastructure (facilities) could command serious attention. (Can you imagine *having* to go to Hawaii -- on *business*?)

We are really looking forward to the February 6th Chapter meeting. Kevin Frost, CPMR, will chair a presentation on what MRERF has created in their CPMR program. There will be handouts where the details of registration, attendance and the benefits of graduation are explained. Several of the CPMR-members will be there to answer questions.

We will report in more detail in the next issue but a
(Continued on Page 4)

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ERA NEWS
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Is published bimonthly by the
Northern California Chapter,
Electronics Representatives
Association

Edited by R.W. (Bob) Parsons

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MEETINGS &
SPECIAL EVENTS

Feb.6 Michaels at Shoreline
Regular meeting

Feb.13-15 Wireless Show

April 3 Michaels at Shoreline
Regular meeting

April 21-25 ERA Marketing &
Mgmt. Conf.

(NEWS & VIEWS – Cont from Pg 3)
preliminary review of the presentation
outline indicates that anyone joining
us that night will go away with a lot
better understanding of “what gives?”
Topics covering the legal aspects of
the business, increasing shareholder
value, tax planning, company

valuation and creating succession
plans are all touched on in detail.

One thing that is evident is that this
program is designed for rep company
owners and their key management
people. This means that those reps
that send their sales people to the
course are developing their future
management staffing at very low cost.
Salesmen who see their future in the
rep business will jump at the chance
to get such a basic foundation.

There is always the threat that a key
person will develop enough ambition
to “take the knowledge and run,” to
paraphrase an old saying. Experience
tells us that this will happen,
regardless. Call it an occupational
hazard. It shouldn’t keep a rep from
planning his future. The odds are
always in favor of good planning
paying off.

One rep salesman, Eric Soderquist of
the Kottmeier Company, will be
present to receive a check from the
Jack Logan Memorial Scholarship
Fund, the purpose of which to
partially fund Eric’s attendance in the
CPMR training sessions starting next
spring. You’ll hear details of how the
Fund Committee is working toward
making others eligible for a like
scholarship check.

Y2K came and went without any
serious disruptions. The furor around
what was to take place proved to be
wasted efforts but we have to admit
that *some* of the furor prevented a lot

of bad things from being *allowed* to happen.

The year was dynamic for some. This writer underwent a massive change in direction. It is hard to perceive exactly what we thought was to happen, as we considered the change to Chapter Office Manager. Let's just say that the river got wider and deeper as we waded in, up to our ears. We can see the shore, however. No wonder Marie decided to retire!

In the last issue we mentioned that one rep was going to spend his Christmas-New Years period moving his office, taking advantage of the inactivity in his business. We forecasted and are certain he believed that the New Year would be smooth sailing after all that *planning*.

He wished! To date, things are still not working right. The Internet wasn't ready, their networking presented unexpected challenges, and *the phone hookups are still not complete!* We recognize that it isn't worth much but you have our sympathy, Bob.

We will not spend a lot of time regarding the precise start of the real new millennium, but we can say that if the rest of 2001 goes like the month of January, watch out. 'Later

PRESIDENT'S COLUMN

(Editor's note: Sometimes things happen that leave us empty-handed. Chris had an unfortunate accident last week that has completely disrupted his daily routine. Wouldn't you know it -- he was helping a friend. No details are available but it is questionable whether or not he will make it to the next meeting. He certainly can be excused for not writing his column. Writing is not the easiest thing for most reps to do, and particularly when in pain.)



By Chris Jumper

The Northern California Chapter of ERA is one of the most active chapters within the national association and it has won numerous awards for its service to the electronics industry. The chapter's success is a direct result of the interest and the effort put forth by its members and the volunteers and officers listed below.

2001 - Chapter Officers, Chairpersons & Directors

Executive Committee

Officers			Area	Telephone	Fax
President	Chris Jumper	JEM Electronics	(925)	417-1033	417-1458
Senior Vice President	Brian Everhart	EVERHART, Inc.	(408)	865-0344	865-0343
Treasurer	Bill Hegepeth	Z-Tech Sales.	(408)	257-5371	257-5651
Secretary	Chris Straub	Straub Associates.	(650)	969-6060	964-6526
Membership VP	Tom Birks	Left Coast Ventures.	(408)	378-5620	378-8347

Division Vice Presidents:

Components/Materials; Assembly; Production	John Raimondo	Paxcell Group, Inc.	(775)	831-1333	831-1367
Communications/ Computer Products	Eric Robinson	E. S. West	(408)	565-9050	565-9055
Instrumentation	Brian Levien	Sentech Measurements	(530)	792- 0175	792-0515
RF/Microwave	Tom Birks	Left Coast Ventures, Inc.	(408)	378-5620	378-8347
Sound, A/V, Security	Phil Kipnis	Pacific Coast Visions.com	(408)	988-1444	988-1707

Executive Committee (The following plus officers noted above)

Board of Directors:

Chairman of the Board	Bill Walsh	Westech Associates	(650)	961-1422	968-9898
Past President	Lon Hudson	Ross Marketing Assocs	(408)	988-8111	492-0197
Past President	Kevin Frost	Ross Marketing Assocs.	(408)	988-8111	492-0197
National Director	Jack Heidmiller	The Heidmiller Group	(650)	960-3933	390-0650
Alternate Director	Craig Smith	Prism Technical Sales	(408)	248-0700	248-2797
Director: ECI	Dick Foley	Ewing-Foley, Inc.	(408)	342-1200	342-1201
Secretary: ECI	Hugh Shyba	Shur Sales	(408)	399-7487	399-4767

Committee Chairpersons

Ambassador	Ray Del Bucchia	Life Member	(510)	736-8797	
Ambassador	Tom Mollard	Life Member	(650)	968-1581	
Archivist	Jean Lape	J.E. Lape Company	(650)	345-3021	345-3952
Directory	Steve Ross	Ross Marketing Ass.	(408)	988-8111	492-0197
Education	Michael Onken	Bridge Marketing	(650)	827-3600	827-3609
Golf Tournament	Ron Jenkins	Westech Sales	(650)	961-1422	968-9898
Internet	Edward Blake	Edward Blake Assoc. Inc.	(408)	934-3955	956-9732
Newsletter	Bob Parsons	Chapter Office Manager	(408)	243-3372	246-4413

National officers

Chairman of the Board	Clark Moulthrop	Moulthrop Sales, Inc.	(510)	461-7100	461-7120
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Chapter Subsidiary

Pres., Services, Inc.	Bill Walsh	Westech Associates	(650)	961-1422	968-9898
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Chapter staff

Executive Director	Hugo Shane		(408)	243-3372	246-4413
Bus. Office Mgr.	Bob Parsons		(408)	243-3372	246-4413

ELECTRONICS REPRESENTATIVES ASSOCIATION

Thursday, January 25, 2001

This Space is the Place



Where the Wireless Future Gets Built



**ERA Booth
1812**

ERA Booth #1812
Feb 13 - 15, 2001
San Jose Convention Center
San Jose, CA
SHOW HOURS

2/13/2001 10:00 - 6:00
2/14/2001 10:00 - 5:00
2/15/2001 10:00 - 2:00



Calling All Reps Attending The Wireless Portable Symposium & Exposition 2001!

There are some connections you can't afford to miss.

The power of a wireless world lies in the ability to take information out of the air, effortlessly, with just a click. That's how you're designing it. And the marketplace wants even more of it, right now. This demand for more features and applications forces you to keep pace with the possibilities. Where can you go to test your theories, see the latest engineering, design and development resources, and make the contacts you need to stay on-schedule and under budget?

Wireless/Portable Symposium & Exhibition

You'll make 5,000 live connections with colleagues who think and imagine as you do. With over 170 conference sessions and 400 leading vendors -- Wireless/Portable is your chance to link up with the brightest design and development minds. The tools you need to influence the next phase of wireless connectivity are here for the taking.

Get Connected!

The ERA booth #1812 is the place for:

- ERA members to pick up the **daily Lines Available** printouts, **specifically** for the Wireless Portable show!
- **Networking** with fellow representatives or manufacturers
- Picking up the **latest ERA literature**

\$350 Show Special

Any new members that sign up at the show will receive a **FREE "Enhanced Listing"** (100 words and a logo added to your era web listing, a \$250 value!) and as if that isn't enough we are also **waiving the \$100 application fee on-site!**